

EC'd Yes
Showing Buylines: All Rep Revised Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW SKED B
Estimate# 326
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/109/326
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

EST SIARES

Books NOV12
Demos RA35+

Rep Order# 6865498 Ver# 1 Status New
 EC'd Yes
 Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () REFORM NM NOW
 Product REFORM NM NOW
 Estimate# 326
 Buyer Betsy Vonderheid
 Phone#
 Fax#

Traffic Order# 215784
 Printed: 10/19/2012 8:09 AM
 Last Received: 10/18/2012 7:04 PM
 Showing Buylines: All Lines

Agency () STEVENS REED CURCIO & POTHOLM
 201 NORTH UNION STREET, SUITE 200
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 51/109/326
 Flight Dates 10/22/2012 - 10/28/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

1 of 2
 10/19/12

--- CONTRACT COMMENT ---

SC=*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MRN2	10/22-10/26	\$200.00 3	:30	5	1	M-F	6A-7A	\$1,000.00	5	
2		CBS THIS MORG-2<	10/22-10/26	\$150.00 3	:30	5	1	M-F	7A-9A	\$750.00	5	
3		SUNDAY MRN-CBS	10/28-10/28	\$800.00 2	:30	1	1	SU	8A-930A	\$800.00	1	
4		KRQE NW13-NOON	10/22-10/26	\$275.00 3	:30	5	1	M-F	12P-1230P	\$1,375.00	5	
5		DR. PHIL	10/22-10/26	\$175.00 3	:30	2	1	M-F	3P-4P	\$350.00	2	
6		KRQE NWS13-4P	10/22-10/26	\$550.00 2	:30	5	1	M-F	4P-430P	\$2,750.00	5	
7		KRQE NWS13-430	10/22-10/26	\$550.00 2	:30	5	1	M-F	430P-5P	\$2,750.00	5	
8		KRQE NWS13-530<	10/22-10/26	\$1,000.00 2	:30	5	1	M-F	530P-6P	\$5,000.00	5	
9		JEOPARDY	10/22-10/26	\$1,400.00 2	:30	5	1	M-F	6P-630P	\$7,000.00	5	
10		WHEEL-FORTNE	10/22-10/26	\$1,700.00 2	:30	3	1	M-F	630P-7P	\$5,100.00	3	
11		KRQE NEWS-10	10/22-10/26	\$2,000.00 2	:30	2	1	M-F	10P-1030P	\$4,000.00	2	

Buyline Comment: ADD

---REPORT TOTALS---

Report Totals: 43 / \$30,875.00

Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.	Agency () STEVENS REED CURCIO & POTHOLM	Rep Firm
Advertiser () REFORM NM NOW	201 NORTH UNION STREET, SUITE 200	Sales Office () PHILADELPHIA
Product REFORM NM NOW	ALEXANDRIA, VA 22314	Salesperson () AMY MCCREARY
Estimate# 326	Agency C/P1/P2/E 51/109/326	
Buyer Betsy Vonderheid	Flight Dates 10/22/2012 - 10/28/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

---SALES MONTHLY TOTALS---

Oct 12: 43 / \$30,875.00
 Sales Totals: 43 / \$30,875.00
 Station Totals: 43 / \$30,875.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$88,214	CABL 0%	KASA 0%	KASY 0%	KBIM 0%	KOAT 40%
		KOB 25%	KRQE 35%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
 Demos RA35+

Rep Order# 6865498 Ver# 3 Status Revised Traffic Order# Printed: 10/19/2012 9:35 AM 1 of 2
EC'd Yes Last Received: 10/19/2012 8:10 AM
Showing Buylines: All Lines

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () REFORM NM NOW
Product REFORM NM NOW SKED B
Estimate# 326
Buyer Betsy Vonderheid
Phone#
Fax#

Agency () STEVENS REED CURCIO & POTHOLM
201 NORTH UNION STREET, SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 51/109/326
Flight Dates 10/22/2012 - 10/28/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---												
SC--^												
--- REMARKS ---												
CHANGE IN HEADER ONLY												
THIS IS SKED B												
PLEASE CNF												
THANKS												
Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1		KRQE NW13-MRN2	10/22-10/26	\$200.00	:30	5	1	M-F	6A-7A	\$1,000.00	5	
2		CBS THS MRNG-2<	10/22-10/26	\$150.00	:30	5	1	M-F	7A-9A	\$750.00	5	
3		SUNDAY MRN-CBS	10/28-10/28	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	
4		KRQE NW13-NOON	10/22-10/26	\$275.00	:30	5	1	M-F	12P-1230P	\$1,375.00	5	
5		DR. PHIL	10/22-10/26	\$175.00	:30	2	1	M-F	3P-4P	\$350.00	2	
6		KRQE NWS13-4P	10/22-10/26	\$550.00	:30	5	1	M-F	4P-430P	\$2,750.00	5	
7		KRQE NWS13-430	10/22-10/26	\$550.00	:30	5	1	M-F	430P-5P	\$2,750.00	5	
8		KRQE NWS13-530<	10/22-10/26	\$1,000.00	:30	5	1	M-F	530P-6P	\$5,000.00	5	
9		JEOPARDY	10/22-10/26	\$1,400.00	:30	5	1	M-F	6P-630P	\$7,000.00	5	
10		WHEEL-FORTNE	10/22-10/26	\$1,700.00	:30	3	1	M-F	630P-7P	\$5,100.00	3	
Buyline Comment: ADD												
11		KRQE NEWS-10	10/22-10/26	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	

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Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
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		KOB 25%	KRQE 35%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
 Demos RA35+

Spot Manager: All, 10/22/12-10/28/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/22/12

Station: KRQE

16865498	POL/Reform N	215784	M-F KRQE New:KROE News	:30	P3	[ALL]	REFORM N326			6:44:55 AM RNMT1203		\$200.00
16865498	POL/Reform N	215784	CBS This Mornii CBS Early S	:30	P3	[ALL]	REFORM N326			8:08:33 AM RNMT1203		\$150.00
16865498	POL/Reform N	215784	M-F KROE New:12p-1230p	:30	P3	[ALL]	REFORM N326			12:11:58 PM RNMT1203		\$275.00
16865498	POL/Reform N	215784	M-F KROE New:4p-430p	:30	P2	[ALL]	REFORM N326			4:07:45 PM RNMT1203		\$550.00
16865498	POL/Reform N	215784	M-F KROE New:430p-5p	:30	P2	[ALL]	REFORM N326			4:37:25 PM RNMT1203		\$550.00
16865498	POL/Reform N	215784	KROE News 13 530p-6p	:30	P2	[ALL]	REFORM N326			5:34:57 PM RNMT1203		\$1,000.00
16865498	POL/Reform N	215784	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	REFORM N326			6:06:01 PM RNMT1203		\$1,400.00
												\$4,125.00
												\$4,125.00

Date: 10/23/12

Station: KRQE

16865498	POL/Reform N	215784	KROE News 13 530p-6p	:30	P2	[ALL]	REFORM N326					\$1,000.00
16865498	POL/Reform N	215784	LN M-F 10p-1035p	:30	P2	[ALL]	REFORM N326					\$2,000.00
16865498	POL/Reform N	215784	M-F KROE New:KROE News	:30	P3	[ALL]	REFORM N326			6:38:45 AM		\$200.00
16865498	POL/Reform N	215784	CBS This Mornii CBS Early S	:30	P3	[ALL]	REFORM N326			8:28:02 AM		\$150.00
16865498	POL/Reform N	215784	M-F KROE New:12p-1230p	:30	P3	[ALL]	REFORM N326			12:05:02 PM		\$275.00
16865498	POL/Reform N	215784	M-F KROE New:4p-430p	:30	P2	[ALL]	REFORM N326			4:07:45 PM		\$550.00
16865498	POL/Reform N	215784	M-F KROE New:430p-5p	:30	P2	[ALL]	REFORM N326			4:37:55 PM		\$550.00
16865498	POL/Reform N	215784	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	REFORM N326			6:06:01 PM		\$1,400.00
16865498	POL/Reform N	215784	M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	REFORM N326			6:40:33 PM		\$1,700.00
16865498	POL/Reform N	215784	LN M-F 10p-1035p	:30	P2	[ALL]	REFORM N326			10:16:55 PM		\$2,000.00
												\$9,825.00
												\$9,825.00

Date: 10/24/12

Station: KRQE

16865498	POL/Reform N	215784	M-F KROE New:KROE News	:30	P3	[ALL]	REFORM N326			6:19:10 AM		\$200.00
16865498	POL/Reform N	215784	CBS This Mornii CBS Early S	:30	P3	[ALL]	REFORM N326			8:23:37 AM		\$150.00
16865498	POL/Reform N	215784	M-F KRQE New:12p-1230p	:30	P3	[ALL]	REFORM N326			12:05:17 PM		\$275.00
16865498	POL/Reform N	215784	Dr. Phil 3p-4p	:30	P3	[ALL]	REFORM N326			3:33:17 PM		\$175.00
16865498	POL/Reform N	215784	M-F KROE New:4p-430p	:30	P2	[ALL]	REFORM N326			4:26:45 PM		\$550.00
16865498	POL/Reform N	215784	M-F KROE New:430p-5p	:30	P2	[ALL]	REFORM N326			4:57:11 PM		\$550.00
16865498	POL/Reform N	215784	KROE News 13 530p-6p	:30	P2	[ALL]	REFORM N326			5:58:28 PM		\$1,000.00
16865498	POL/Reform N	215784	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	REFORM N326			6:27:59 PM		\$1,400.00
16865498	POL/Reform N	215784	M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	REFORM N326			6:41:33 PM		\$1,700.00
16865498	POL/Reform N	215784	LN M-F 10p-1035p	:30	P2	[ALL]	REFORM N326			10:27:18 PM		\$2,000.00
												\$8,000.00
												\$8,000.00

Date: 10/25/12

Station: KRQE

16865498	POL/Reform N	215784	M-F KROE New:KRQE News	:30	P3	[ALL]	REFORM N326			6:58:16 AM		\$200.00
16865498	POL/Reform N	215784	CBS This Mornii CBS Early S	:30	P3	[ALL]	REFORM N326			7:23:06 AM		\$150.00
16865498	POL/Reform N	215784	M-F KRQE New:12p-1230p	:30	P3	[ALL]	REFORM N326			12:27:41 PM		\$275.00
16865498	POL/Reform N	215784	M-F KROE New:4p-430p	:30	P2	[ALL]	REFORM N326			4:08:00 PM		\$550.00
16865498	POL/Reform N	215784	M-F KROE New:430p-5p	:30	P2	[ALL]	REFORM N326			4:37:55 PM		\$550.00
16865498	POL/Reform N	215784	KROE News 13 530p-6p	:30	P2	[ALL]	REFORM N326			5:34:57 PM		\$1,000.00
16865498	POL/Reform N	215784	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	REFORM N326			6:28:14 PM		\$1,400.00
												\$4,125.00
												\$4,125.00

Date: 10/26/12

Station: KRQE

16865498	POL/Reform N	215784	M-F KROE New:12p-1230p	:30	P3	[ALL]	REFORM N326					\$275.00
16865498	POL/Reform N	215784	CBS This Mornii CBS Early S	:30	P3	[ALL]	REFORM N326					\$150.00
16865498	POL/Reform N	215784	M-F KROE New:430p-5p	:30	P2	[ALL]	REFORM N326					\$550.00
16865498	POL/Reform N	215784	M-F KROE New:KROE News	:30	P3	[ALL]	REFORM N326					\$200.00
16865498	POL/Reform N	215784	KROE News 13 530p-6p	:30	P2	[ALL]	REFORM N326					\$1,000.00
16865498	POL/Reform N	215784	Dr. Phil 3p-4p	:30	P3	[ALL]	REFORM N326			3:15:46 PM		\$175.00
16865498	POL/Reform N	215784	M-F KROE New:4p-430p	:30	P2	[ALL]	REFORM N326			4:18:50 PM		\$550.00
16865498	POL/Reform N	215784	M-F 6p-630p M-F 6p-630p	:30	P2	[ALL]	REFORM N326			6:05:01 PM		\$1,400.00
16865498	POL/Reform N	215784	M-F 630p-7p M-F 630p-7p	:30	P2	[ALL]	REFORM N326			6:34:53 PM		\$1,700.00

[Sorted by: Date]

Spot Manager: All, 10/22/12-10/28/12

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/26/12

Station: KRQE

\$6,000.00
\$6,000.00

Date: 10/28/12

Station: KRQE

06865498	POL/Reform N	215784	CBS Sunday Mc	8a-930a	:30	P2	[ALL]	REFORM N	326			\$800.00
												\$800.00
												\$800.00
												\$2,875.00

[Sorted by: Date]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KRQE	Date: 10/19/12
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I, B Vonderheid
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/22-10/28			

Total Charges: \$32,875

This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/19/12

Date

Betsy Vanderveal

Signature

703-683-9755

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/22-10/28			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.